

THE HOP

— BRAND STANDARDS —



UPDATED FALL 2018

Moving Milwaukee forward.

CONTENTS

CONTENTS.....	3
INTRODUCTION.....	4
IDENTITY	
LOGO	5
VARIATIONS	6
CLEAR SPACE.....	7
MINIMUM SIZE	8
INCORRECT USAGE	9
POTAWATOMI LOGO USAGE	10-12
LOOK AND FEEL	
GRAPHIC ELEMENTS - ILLUSTRATIONS, ICONS & PATTERNS.....	13-14
COLOR PALETTE.....	15
TYPOGRAPHY.....	16-18
PHOTOGRAPHY	20-21
USAGE EXAMPLES.....	22-24
MESSAGING & VOICE	
MESSAGE MAP	26
VOICE & TONE	27

THE HOP

The Hop is Milwaukee's new streetcar—a modern, fixed transit network that's quite literally moving Brew City forward.

Not only is The Hop a fun, easy way to get from A to B, it connects us to each other, makes our downtown more appealing to investors, businesses and talent and is a catalyst for Milwaukee's continued growth as a modern, forward-thinking city.

This document outlines the elements of The Hop brand—the graphics, fonts, colors and messaging that represent the brand's personality and key attributes. By communicating this story clearly and consistently, we can each play a part in ensuring the streetcar delivers on its promise to keep our city moving. Let's hop to it!

LOGOS

The Hop logo is clean, crisp and modern, yet also reflects a bit of the romance associated with streetcar travel in its heyday. The logo consists of The Hop name along with the MKE icon, representing the city of Milwaukee in shorthand form.

The primary logo for The Hop is in Brew City Gold, Steel Gray and Sky Blue on a white background. This version should be used whenever possible.

Potawatomi Hotel and Casino is The Hop's primary sponsor and their logo must appear with The Hop logo in all instances. The Potawatomi logo must appear underneath or next to The Hop logo at the proportions and positions defined here.



Potawatomi horizontal logo should align, left to right, with the “-streetcar-” portion of The Hop logo



The Potawatomi vertical logo should align with the bottom of The Hop horizontal logo, and with the top of the word “HOP”

LOGO VARIATIONS

When color is not an option, the 1-color (black) version of the logo can be used instead.

When a reverse logo is needed, either the 1- or 2-color versions may be used, depending on the background color. Sky Blue or Brew City Gold are the preferred colors for backgrounds.

SECONDARY LOGOS



THE HOP
— STREETCAR —

1-color vertical

THE HOP
— STREETCAR —

1-color horizontal

REVERSE LOGOS



1-color reverse



2-color reverse

CLEARSPACE

Keep adequate space around the logo. Use the (H) from the logo as a guide to create an area of isolation around the logo. Do not allow type or graphics to violate this area.



MINIMUM SIZES

Please do not use The Hop logo or icons at sizes smaller than the minimums shown here.



1.25" minimum size
horizontal



1" minimum size
vertical



.625" minimum size



.625" minimum size

LOGO USAGE

Incorrect use of the logo compromises its integrity and effectiveness. These examples of incorrect use are a small sampling. To ensure accurate reproduction of the logo, always use the approved digital artwork.

INCORRECT



Don't change the proportions of the logo elements



Don't stretch the logo



Don't distort the logo



Don't add a gradient to the logo



Don't use a different font for the logo



Don't use non-brand colors for the logo



Don't change the spacing of the logo



Don't rotate the logo



Don't place the logo on a busy background

SECONDARY LOCKUPS

The Potawatomi vertical logo should align with the bottom of The Hop vertical logo, and with the bottom of the MKE icon



Potawatomi horizontal logo should align, left to right, with the “—streetcar—” portion of The Hop vertical logo

PARTNER LOCKUPS

When appearing with either of The Hop icons, the Potawatomi horizontal logo should appear at the same width as the icon.

LOCKUPS WITH ICON ONLY



The horizontal Potawatomi logo and MKE icon should be same width



The horizontal Potawatomi logo and The Hop flower icon should be same width

USE OF SPONSOR NAME

At the first mention of the streetcar name in advertising or marketing copy, it should always be paired with the sponsor name as follows:

The Hop, presented by Potawatomi Hotel & Casino

After the first mention, the streetcar can simply be referred to as The Hop.

GRAPHIC ELEMENTS

The illustrations for The Hop are simple and friendly—just like the streetcar.

MILWAUKEE SKYLINE ILLUSTRATION



ICONS



SPEECH BUBBLE



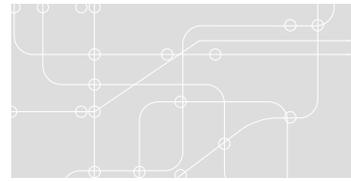
GRAPHIC ELEMENTS

The Hop patterns can be used to add texture and visual interest to ads, posters and other materials. These patterns are to be used as backgrounds and layered on top of any of the approved HOP colors at an opacity of 5-15%. If type is placed on top of these backgrounds, use care that the background does not interfere with legibility.

PATTERNS



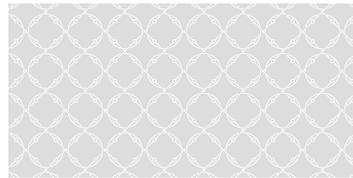
Forwardmotion



Routemap



Citystreets



MKE lattice



Motion blur

COLOR PALETTE

Primary

The primary palette colors can be used on any branded material.

Brew City Gold

Brew City gold is the color of the hop plant—the inspiration for our streetcar’s name and a key ingredient in our city’s favorite beverage.

Steel Gray

Steel Gray is representative of the material the streetcar is made of and a nod to Milwaukee’s hardworking, industrial roots.

Sky Blue

Sky Blue represents the limitless opportunity the streetcar brings with it!

Secondary

These colors should be used to grab attention, create hierarchy, separate information, or add emphasis.

PRIMARY



BREW CITY GOLD
PMS 425 C
PMS 110 C
CMYK: 2/22/100/8
RGB: 218/170/0
HEX#: DAAA00



STEEL GRAY
PMS 279 C
CMYK: 48/29/26/76
RGB: 84/88/90
HEX#: 54585A



SKY BLUE
PMS 279 C
CMYK: 68/34/0/0
RGB: 65/143/222
HEX#: 418FDE

SECONDARY



PMS 1375 C
CMYK: 0/45/94/0
RGB: 255/158/27
HEX#: FF9E1B



PMS 1245 C
CMYK: 20/100/11/41
RGB: 132/11/85
HEX#: 840B55



PMS 7489 C
CMYK: 56/2/78/5
RGB: 116/170/80
HEX#: 74AA50



PMS 3298 C
CMYK: 99/11/72/35
RGB: 0/106/82
HEX#: 006A52



PMS 7462 C
CMYK: 100/48/6/30
RGB: 0/85/140
HEX#: 00558C



PMS Cool Gray 4 C
CMYK: 12/8/9/23
RGB: 187/188/188
HEX#: BBBCBC

TYPOGRAPHY

Typography is how we express The Hop’s unique personality with every word. The fonts are clean, friendly, and modern—yet also evoke some of the elegance and romance associated with streetcar travel of days gone by.

HEADLINES

CUBANO SHARP

ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234567890

With its wide strokes and rounded edges, Cubano Sharp is sturdy, friendly and chock full of personality, just like the city of Milwaukee.

Grand Hotel

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Grand Hotel is another headline font. It should be used sparingly and only for shorter headlines.

SUBHEADS

BLANCH CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234567890

Blanch Caps is a subhead font that can be used for short subheads.

Nobel Regular Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890

In instances when Blanch Caps is too limiting, Nobel Regular Condensed can be used as a subhead.

TYPOGRAPHY

Nobel is the body copy font. To maintain consistency, only use this typeface for body copy and smaller call-outs.

BODY COPY

Nobel Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Nobel Book Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890*

Nobel Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890**

Nobel Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890***

TYPOGRAPHY

For station signage and other unique circumstances, Arvo is used as the body font. This font may ONLY be used with approval of the City and/or the marketing agency of record.

BODY COPY (SPECIAL USE ONLY)

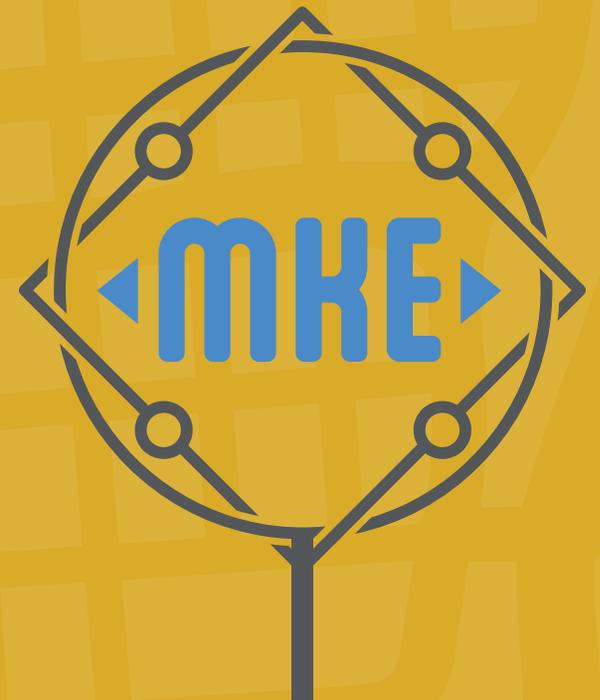
Arvo

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

Arvo Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890*

HOP ON. HOP OFF.
HOP ON. HOP OFF.
HOP ON. HOP OFF.
HOP ON. HOP OFF.



PHOTOGRAPHY

The Hop photography depicts events, places and people both on and just-off the route, as well as everyday streetlife. Whenever possible, blurred motion and/or a shorter depth-of-field should be used to communicate the movement and energy of the city. All photography should be full color, depict real life and never look staged or contrived.

EVENTS



PLACES



PEOPLE



STREETLIFE



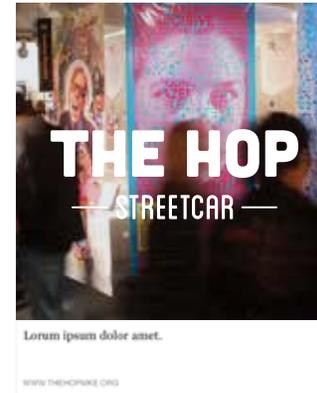
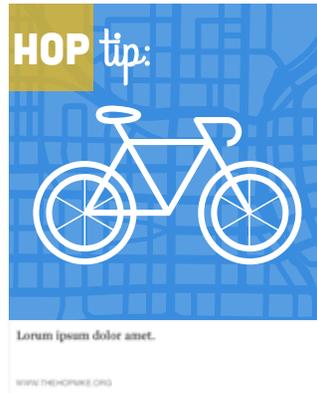
SIGNAGE



PROMOTIONAL SIGNAGE



SOCIAL MEDIA



FORWARD-THINKING
INCLUSIVE
MILWAUKEE-PROUD
CONVERSATIONAL
FUN-LOVING

MESSAGING



The Hop is a modern, fixed-rail transit system that doesn't just get us from A to B, it moves the entire city forward.

Connects us to each other and to our city

An engine for economic development

Rebranding Milwaukee

- › **Milwaukee is undergoing a renaissance.** Billions of dollars of development projects dot the landscape of a city that is enjoying an influx of talent and investment. A modern, fixed transit system can be a catalyst in accelerating that growth and ensuring that the benefits positively impact all corners of the city.
- › We do this by providing an efficient means to a more **connected** city, providing a framework to attract future **investment**, business and talent, and reshaping the image of Milwaukee as a **forward-thinking** city on the rise.
- › The initial route **passes within 1/2 mile** of nearly every major downtown hotel, employer and attraction.

› The route **connects** the Intermodal Station (and its 1.4 million annual users), the Third Ward (the fastest-growing neighborhood in the city), East Town (the area with the largest concentration of jobs in the state), and the Lower East Side (the highest-density residential neighborhood in the state).

› The route has been designed to accommodate **future expansion**, including possible connections to Bronzeville, Walkers Point and other adjacent neighborhoods.

› The initial route **complements existing bus routes**, including the major bus corridor along Wisconsin Avenue.
- › Fixed-rail transit offers a sense of **permanence and security** to prospective developers, with the route serving as a framework to inform future investment decisions.

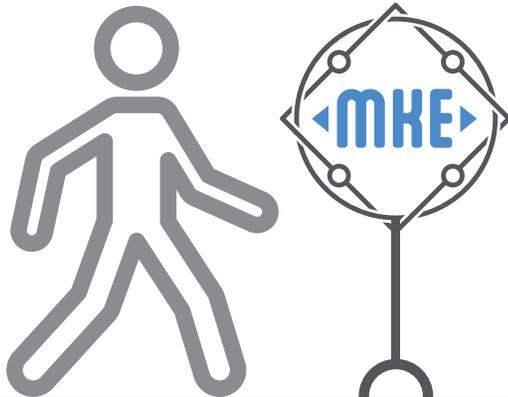
› The Hop will expand the city's tax base by encouraging **new development** and generating new business and higher occupancy rates throughout downtown.

› The Hop will increase overall economic activity in the downtown corridor, serving as a **demand generator** for hotels, retail, office and residential properties.
- › Modern streetcars are sleek and stylish, portraying an image of a **forward-thinking** city building a more vibrant future for its residents and visitors.

› The Hop will be easy to navigate, making it particularly attractive to tourists. **Tourism** numbers continue to rise in the city, and The Hop will further cement our status as a world-class city with top-notch attractions that are easily accessible.

› Fixed-rail transit is particularly popular among millennials. Attracting and retaining **young talent** is critical to the future growth of our city.

› The Hop is an environmentally **responsible alternative** to traditional public transportation. The vehicles are energy-efficient, quiet, clean and comfortable, and have the potential to use renewable, locally-created energy sources.



VOICE & TONE

FORWARD-THINKING "Milwaukee is looking for ways to grow, evolve and thrive and the streetcar is part of that vision."

INCLUSIVE "The Hop connects us to all the places we want to go—and to each other!"

MILWAUKEE-PROUD "The streetcar is just the latest in a long list of things that make Milwaukee great."

CONVERSATIONAL "Help keep downtown hoppin' — ride the streetcar."

FUN-LOVING "Buy your ticket, find your stop, climb on board and hop, hop, hop!"

DO

- ✓ Do use a conversational tone—we're talking to friends and neighbors
- ✓ Do be succinct and to-the-point
- ✓ Do use the word "streetcar" when talking about The Hop
- ✓ Do inject fun where possible—don't be afraid to make them smile

Don't

- ✗ Don't use language that sounds governmental or stiff
- ✗ Don't overcomplicate—keep it simple
- ✗ Don't use the words "trolley," "street car," or "Streetcar"
- ✗ Don't be sarcastic or silly